Program Roll-Up

Jan 1, 2025 - Mar 31, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	11,179	5,977	15,052	70.67%
CYS Careers	1,825	765	2,335	75.37%
Family Child Care	8,368	4,077	10,738	67.04%
Parent Outreach Services	6,849	2,596	9,341	71.21%
School Age Centers	2,436	882	3,422	72.06%
School Support Services	7,196	4,224	9,139	66.44%
Youth Centers	8,104	3,962	10,295	69.41%
Youth Sports	25,965	12,241	39,824	68.89%

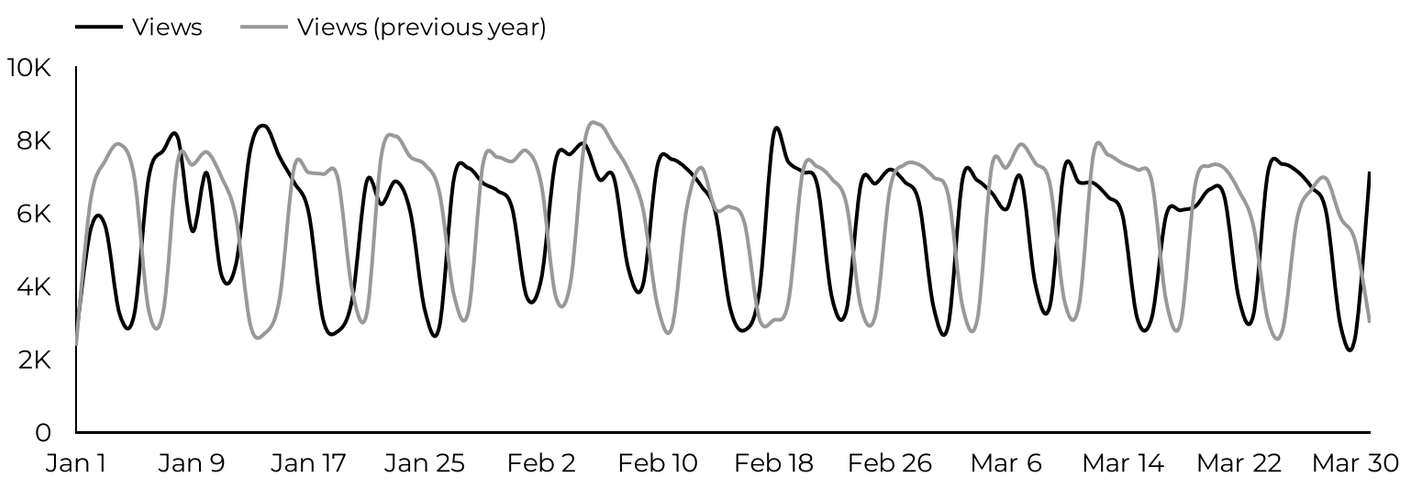
ARMY MWR

Child & Youth Services

Views
517,582
Visits (pageviews) to your page

Engagement rate
60%
Average time people are engaged on your website

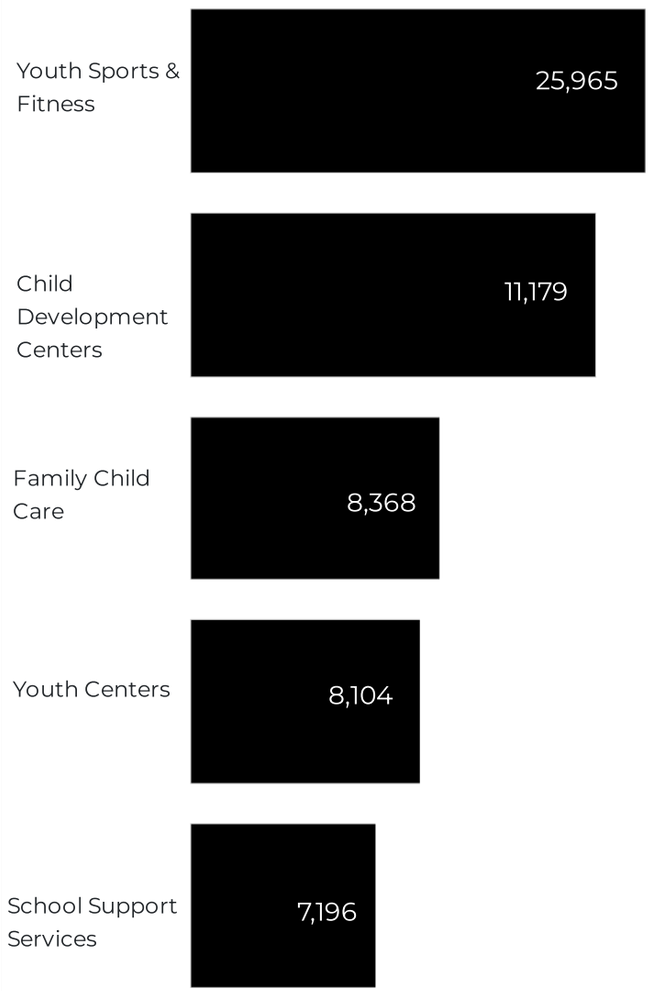
Total users
237,298
The total number of users who visited your website



Visits from social media.

Social Media	Total users
Facebook	13,915
Other	5,755
Instagram	133
LinkedIn	29
X	23

What programs are users visiting?



ARMY MWR

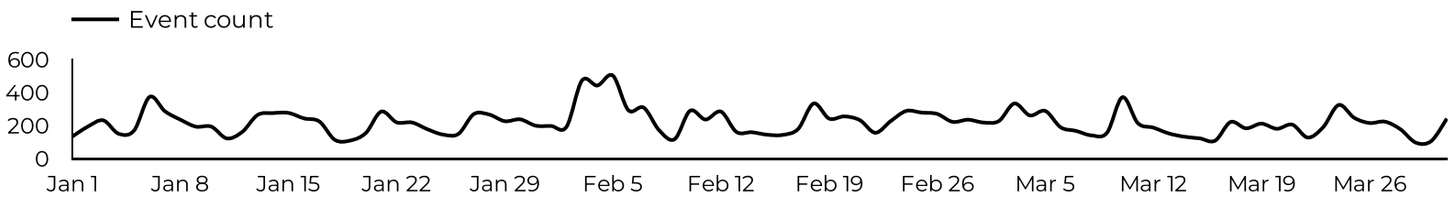
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

19,906

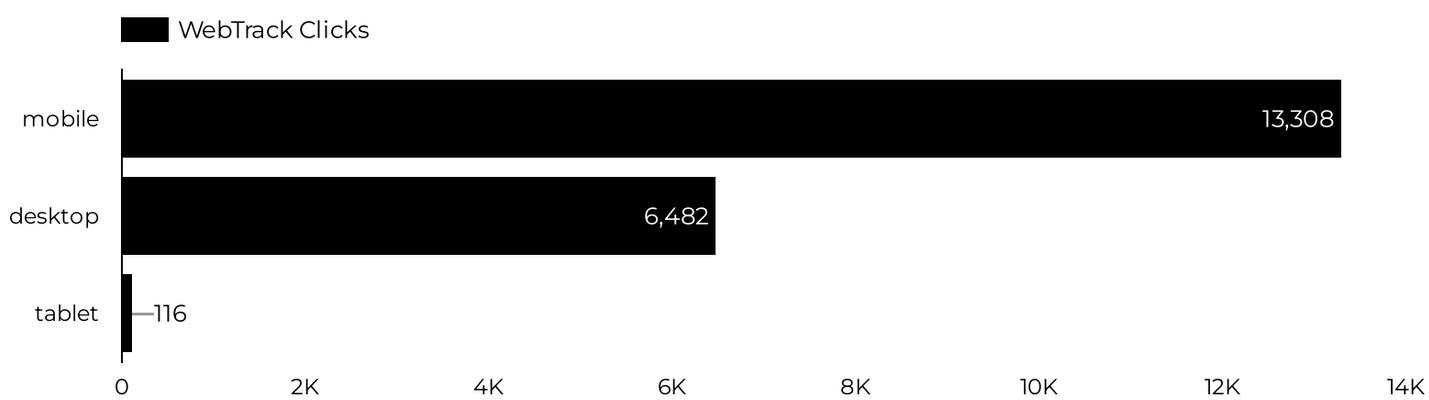
WebTrac trends

Total WebTrac clicks per day.

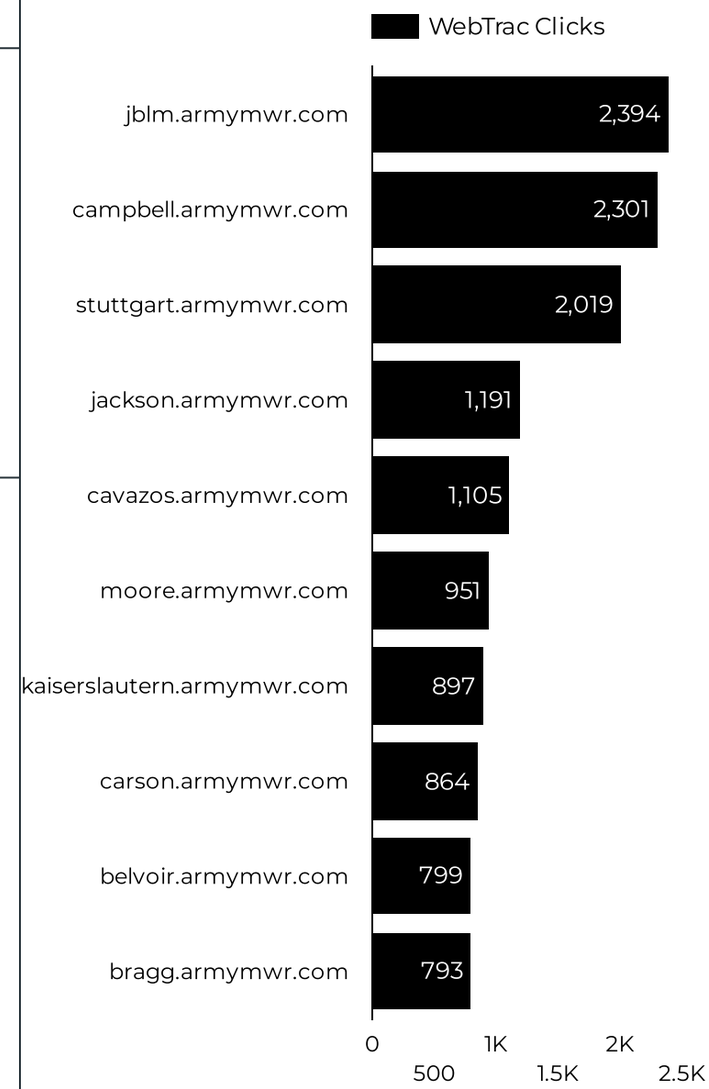


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?

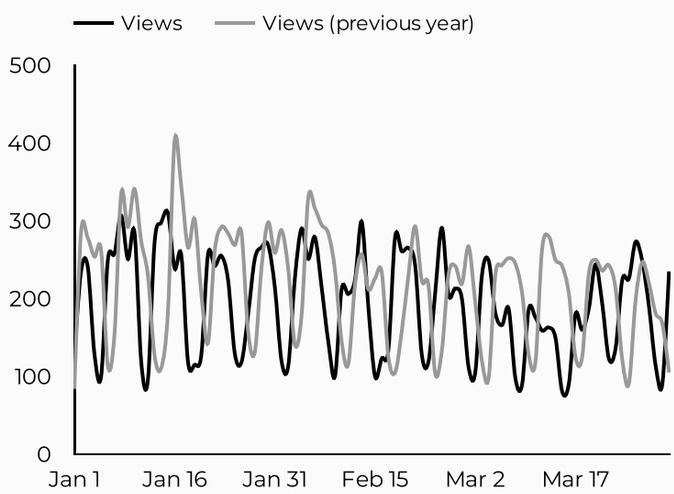


ARMY MWR Child Development Centers (CDC)

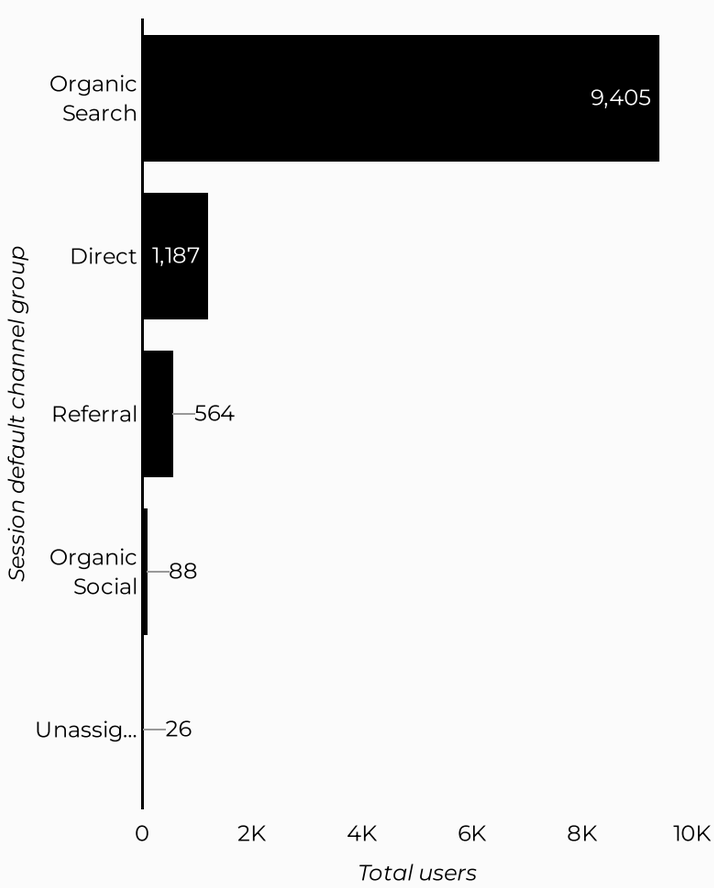
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
17,423	15,052	11,179	5,977	02:38	71%
-11.3%	-15.9%	-19.3%	-21.8%	17.1%	-1.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	1,665
bliss.armymwr.com	1,385
campbell.armymwr.com	1,276
liberty.armymwr.com	1,000
www.armymwr.com	910
bragg.armymwr.com	846
riley.armymwr.com	766
moore.armymwr.com	692
drum.armymwr.com	527
detrick.armymwr.com	382

What are the top sources?

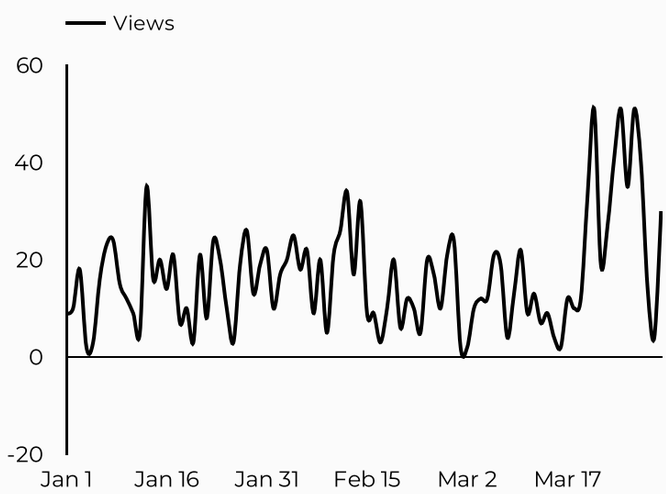
Source	Total users
google	1,109
bing	104
(direct)	35
home.army.mil	33
installations.militaryonesource....	23
yahoo	9
l.facebook.com	7
military.com	7
myarmybenefits.us.army.mil	7
armymwr.verintefm.com	6

ARMY MWR Child Care Fee Assistance

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,500	1,244	1,044	316	01:48	79%
-21.2%	-20.8%	-20.2%	-51.3%	-20.4%	13.1%

Compared Y-o-Y

How is site traffic trending?

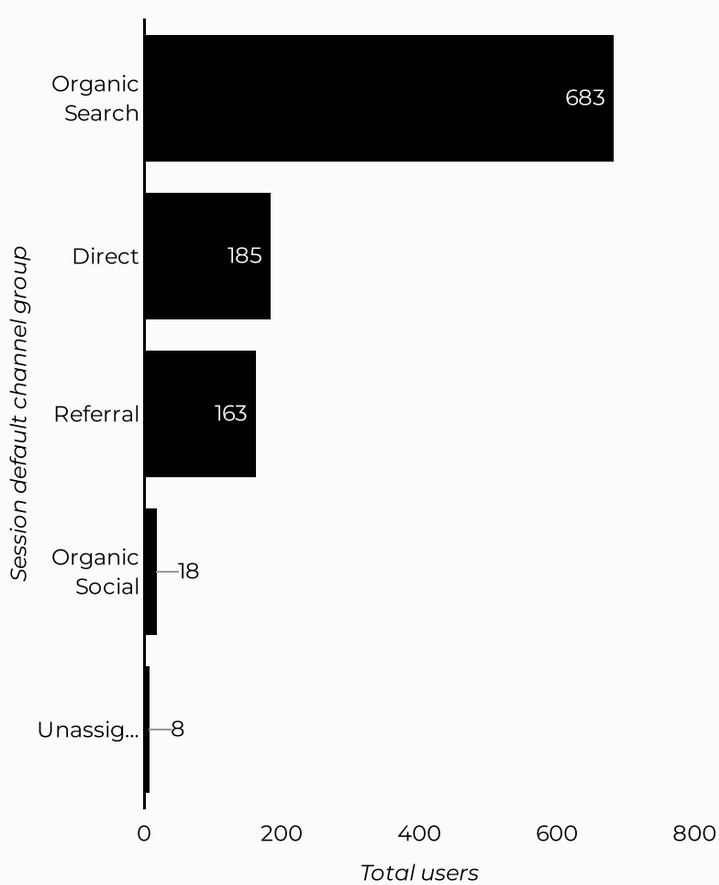


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,027
parks.armymwr.com	18
bliss.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	569
(direct)	185
bing	106
myarmybenefits.us.army...	73
home.army.mil	23
armyresilience.army.mil	10
m.facebook.com	10
installations.militaryone...	9
(not set)	6
army.mil	6

Google Analytics 4

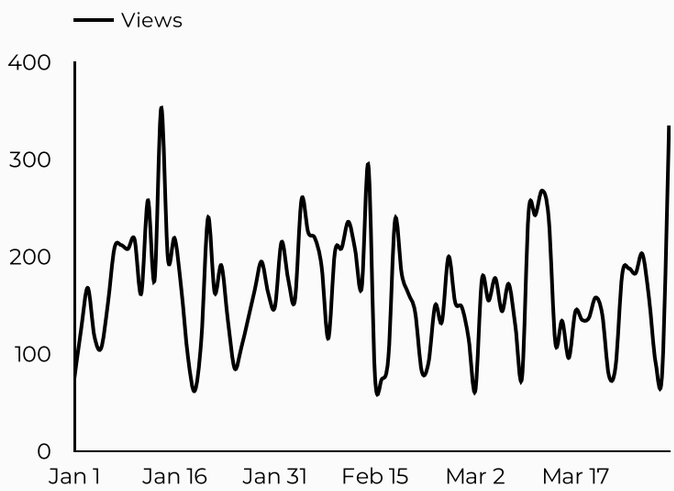
Jan 1, 2025 - Mar 31, 2025

ARMY MWR Family Child Care (FCC)

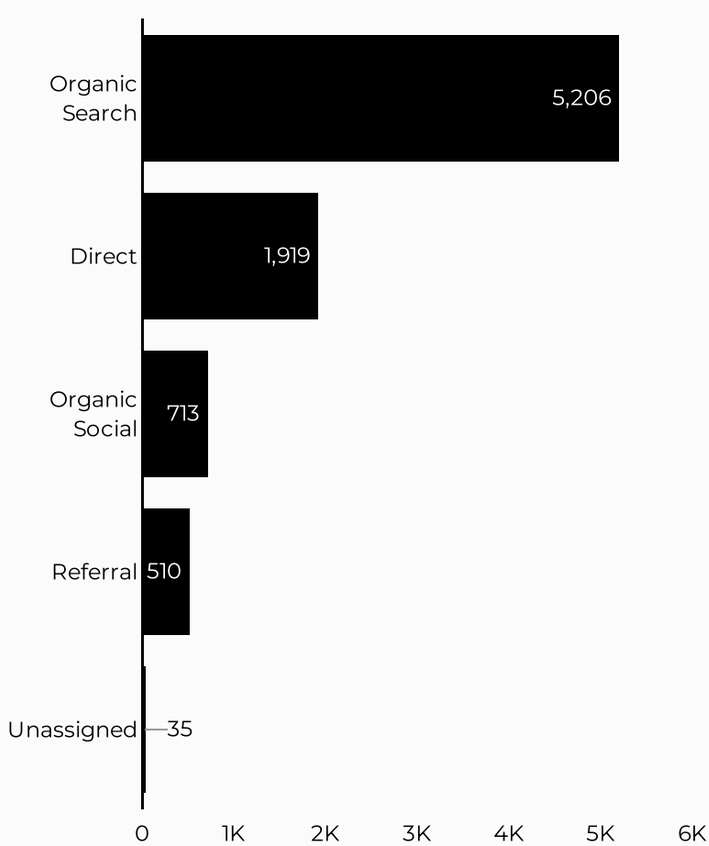
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
14,779	10,738	8,368	4,077	02:34	67%
↑ 9.5%	↑ 3.9%	↓ -1.8%	↓ -6.0%	↑ 5.4%	↓ -2.8%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Downloads ▾	% Δ
www.armymwr.com	232	-31.0%...
campbell.armymwr.com	104	60.0%...
cavazos.armymwr.com	48	118.2%...
bliss.armymwr.com	44	83.3% ↑
liberty.armymwr.com	42	-32.3%...
bragg.armymwr.com	36	-
irwin.armymwr.com	30	200.0...
riley.armymwr.com	30	15.4% ↑
carson.armymwr.com	28	-22.2%...
stewarthunter.armymwr....	28	27.3% ↑
drum.armymwr.com	26	-38.1%...
hawaii.armymwr.com	18	-52.6%...
novosel.armymwr.com	18	200.0...
gregg-adams.armymwr.c...	16	100.0...
sill.armymwr.com	16	14.3% ↑
leonardwood.armymwr.c...	14	40.0%...
presidio.armymwr.com	12	-
baumholder.armymwr.co...	10	150.0...
belvoir.armymwr.com	8	-50.0...
jackson.armymwr.com	6	50.0%...
jblm.armymwr.com	6	-
meade.armymwr.com	6	-66.7...
wainwright.armymwr.com	6	-66.7...
westpoint.armymwr.com	4	-71.4%...
bluegrass.armymwr.com	2	-
eisenhower.armymwr.com	2	-66.7...
mccoy.armymwr.com	2	-
Grand total	**796**	**-3.5%** ↓

Google Analytics 4

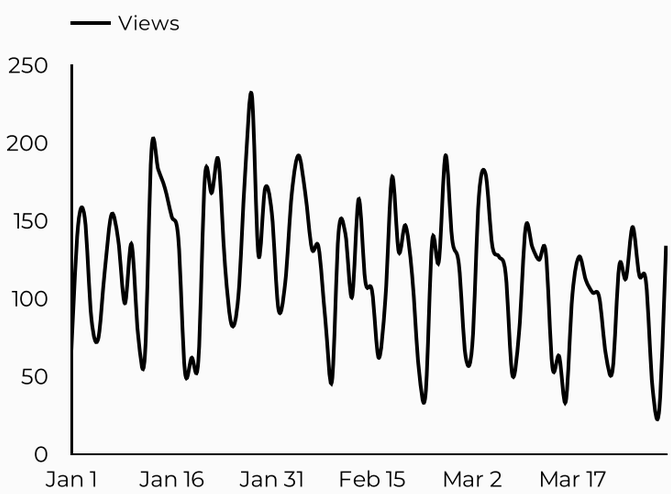
Jan 1, 2025 - Mar 31, 2025

ARMY MWR Parent Outreach Services (PO)

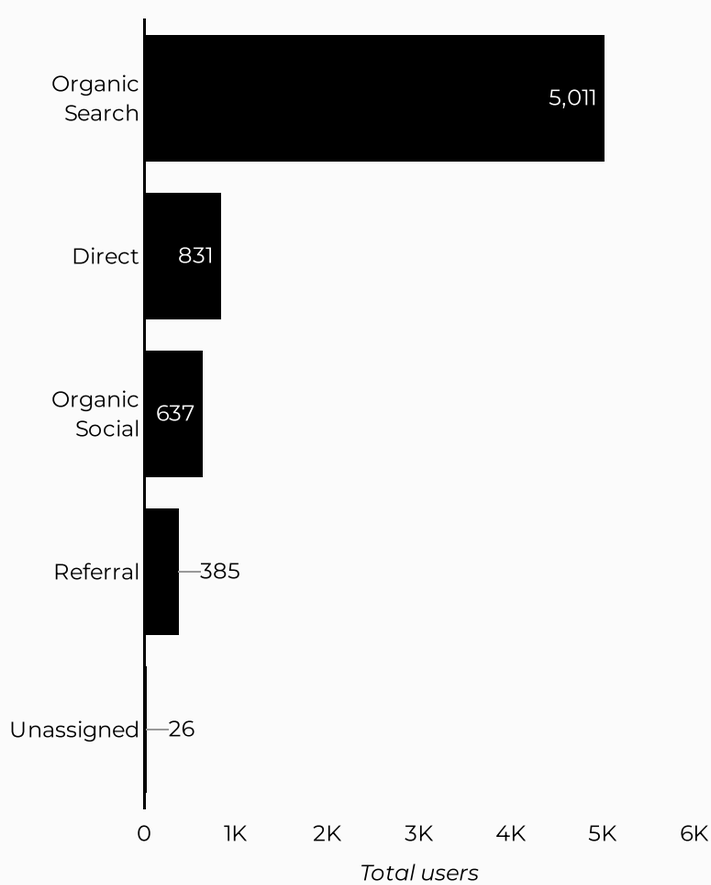
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,614	9,341	6,849	2,596	02:39	71%
-2.4%	-1.0%	-6.0%	-8.7%	-0.6%	-6.6%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
bliss.armymwr.com	949
riley.armymwr.com	875
www.armymwr.com	599
cavazos.armymwr.com	566
meade.armymwr.com	548
bragg.armymwr.com	356
liberty.armymwr.com	350
gregg-adams.armymwr....	341
eisenhower.armymwr.co...	338
belvoir.armymwr.com	305

What are the top sources?

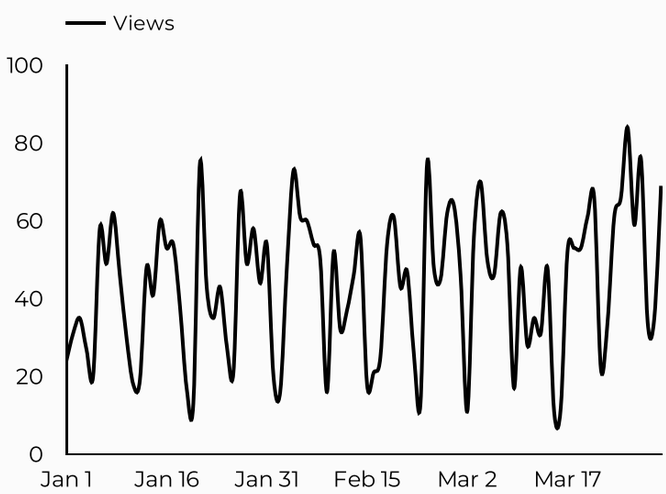
Source	Total users
google	804
bing	77
installations.militaryonesource....	54
(direct)	39
home.army.mil	30
m.facebook.com	19
l.facebook.com	11
yahoo	11
duckduckgo	6
usajobs.gov	5

ARMY MWR School Age Centers

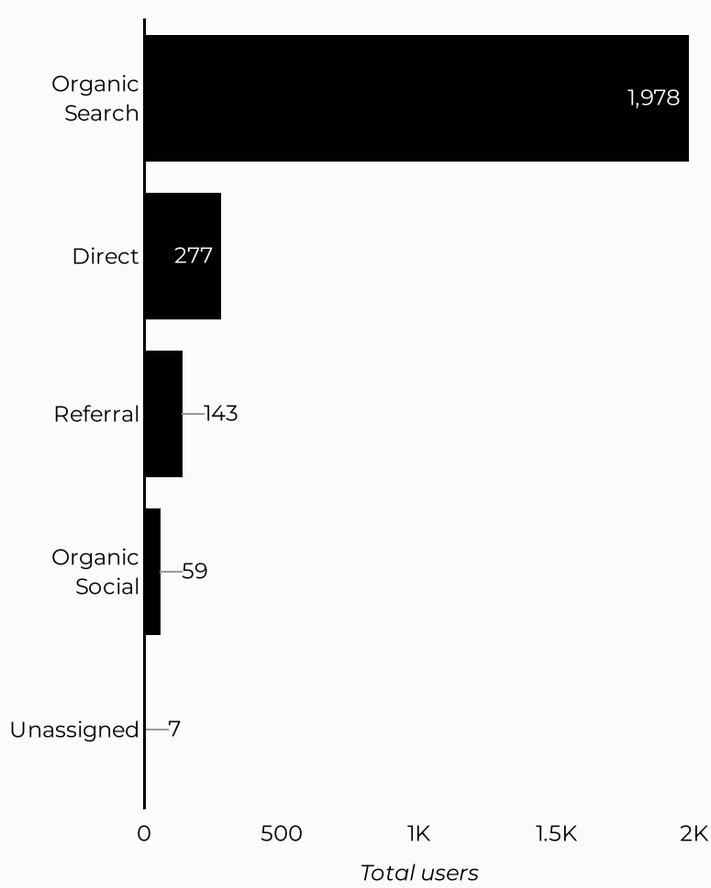
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,933	3,422	2,436	882	02:45	72%
6.2%	7.3%	1.5%	-12.0%	8.9%	-1.9%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	551
campbell.armymwr.com	467
www.armymwr.com	365
bragg.armymwr.com	309
stewarthunter.armymwr...	299
liberty.armymwr.com	280
bliss.armymwr.com	179
riley.armymwr.com	26
hohenfels.armymwr.com	5
blacksea.armymwr.com	1

What are the top sources?

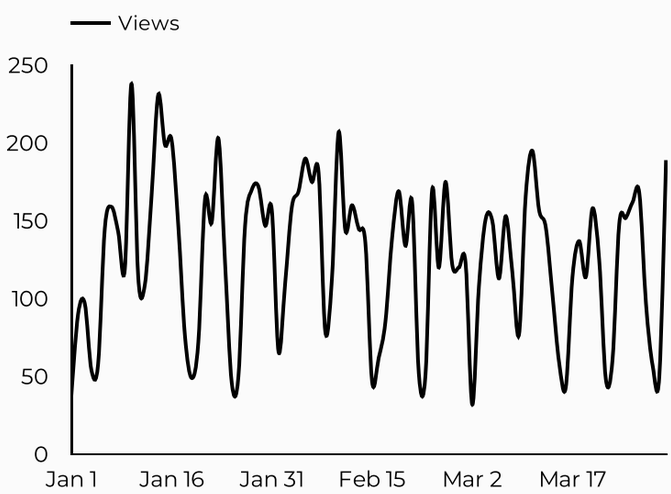
Source	Total users
google	262
bing	16
home.army.mil	8
installations.militaryonesource....	8
(direct)	6
yahoo	5
duckduckgo	2
m.facebook.com	2
armymwr.verintefm.com	1
hs_email	1

ARMY MWR School Support Services

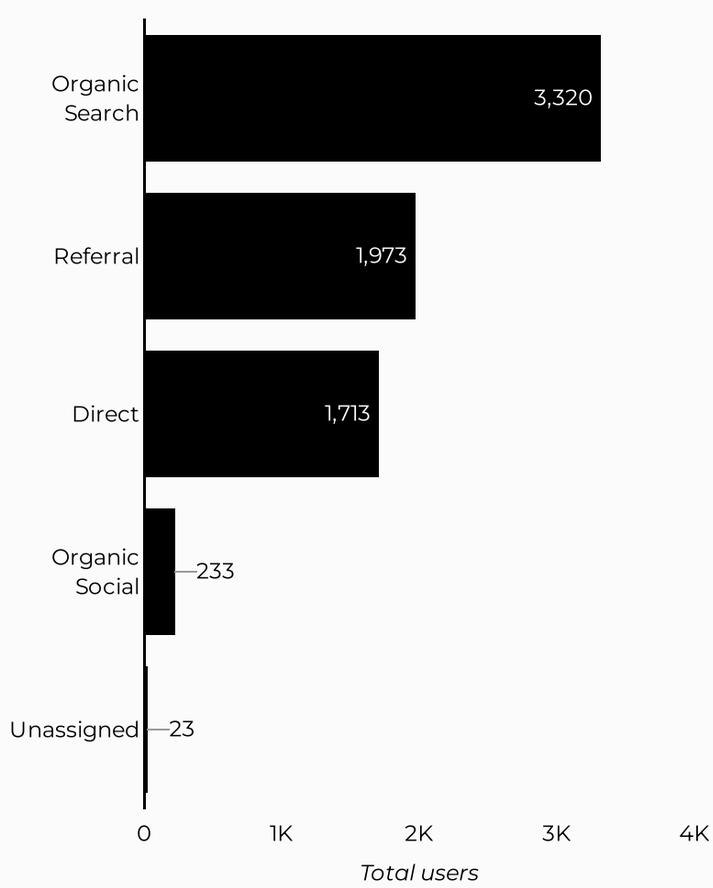
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
11,349	9,139	7,196	4,224	03:07	66%
5.0%	1.2%	1.3%	0.3%	12.7%	-3.8%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	459
hawaii.armymwr.com	408
bliss.armymwr.com	406
carson.armymwr.com	403
www.armymwr.com	394
belvoir.armymwr.com	357
drum.armymwr.com	339
moore.armymwr.com	320
italy.armymwr.com	298
leonardwood.armymwr....	297

What are the top sources?

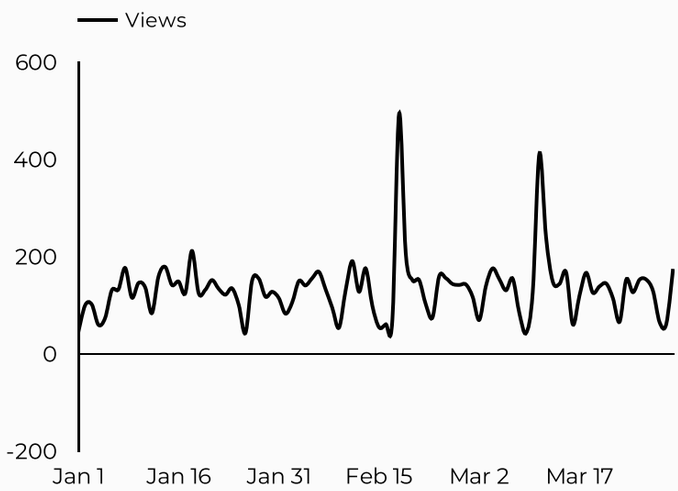
Source	Total users
google	476
installations.militaryonesource....	179
home.army.mil	91
(direct)	86
bing	52
fcps.edu	21
hawaiipublicschools.org	20
l.facebook.com	13
m.facebook.com	13
mic3.net	8

ARMY MWR Youth Centers

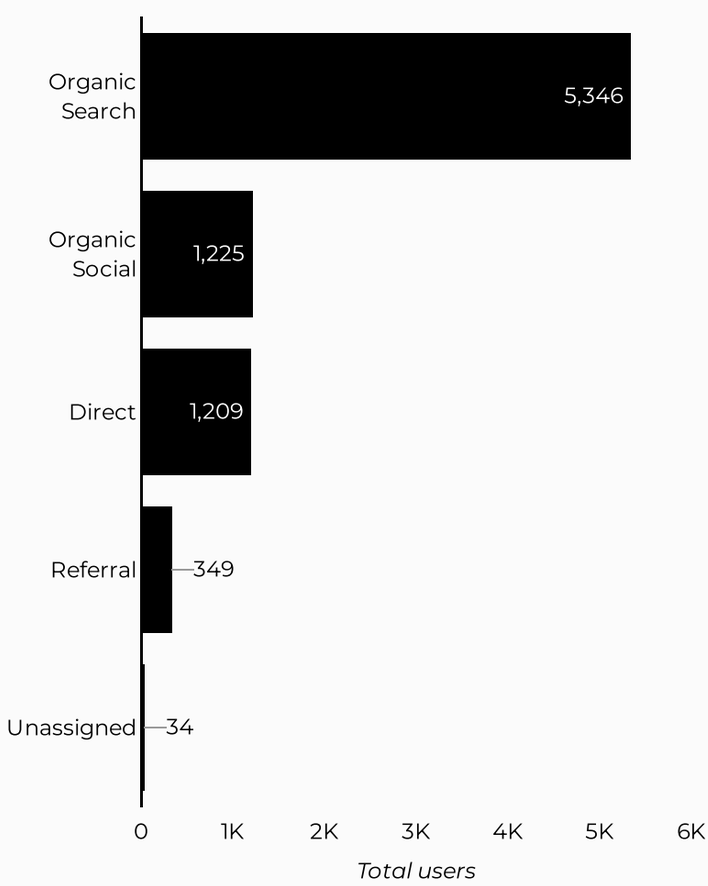
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
12,076	10,295	8,104	3,962	02:15	69%
18.2%	12.0%	10.4%	11.8%	12.4%	-3.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,384
carson.armymwr.com	441
belvoir.armymwr.com	430
presidio.armymwr.com	407
stuttgart.armymwr.com	396
kaiserslautern.armymwr.com	336
hawaii.armymwr.com	321
stewarthunter.armymwr.com	320
bliss.armymwr.com	319
drum.armymwr.com	299

What are the top sources?

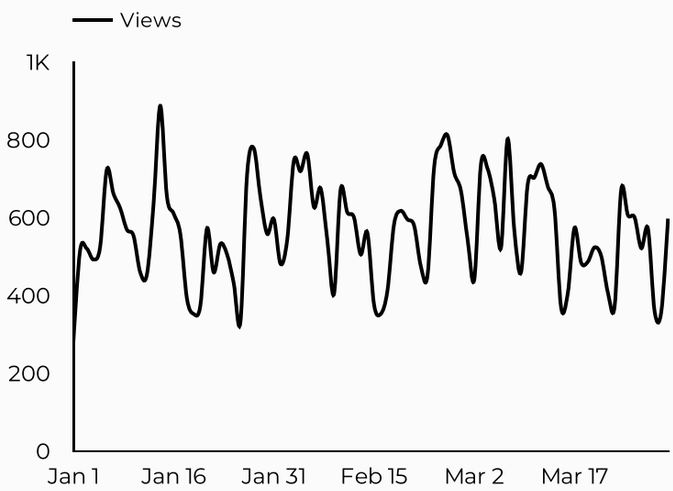
Source	Total users
google	510
bing	35
(direct)	30
m.facebook.com	24
l.facebook.com	17
home.army.mil	13
installations.militaryonesource....	9
armymwr.verintefm.com	4
duckduckgo	4
lm.facebook.com	4

ARMY MWR

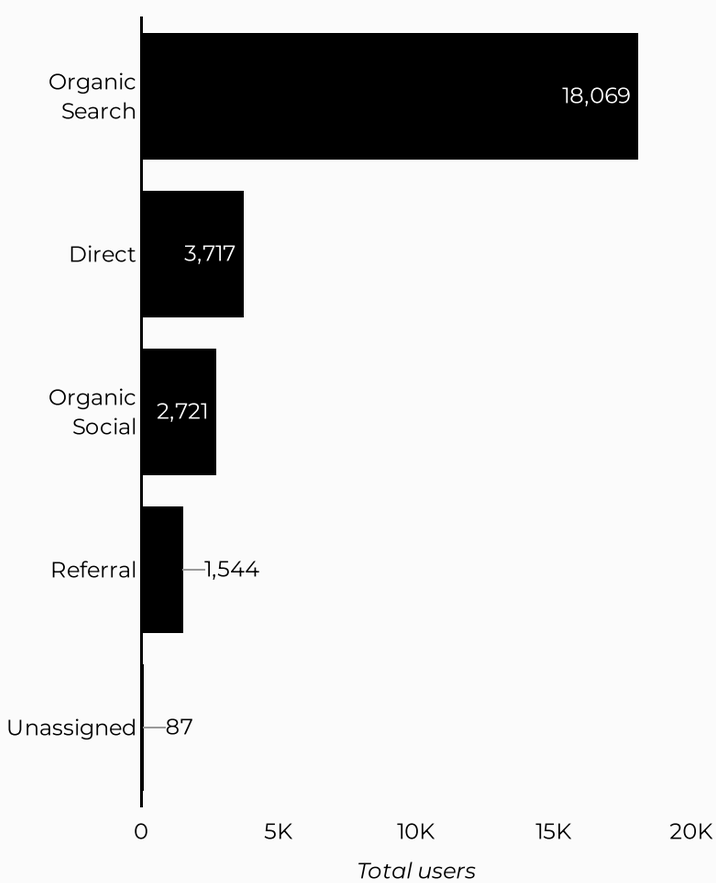
Youth Sports

Views	Sessions	Total users	New users	Engagement rate
50,917	39,824	25,965	12,241	69%
-5.4%	-1.5%	-9.4%	-17.7% from previous year	-1.8%

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	2,165
hawaii.armymwr.com	2,120
campbell.armymwr.com	1,741
www.armymwr.com	1,688
moore.armymwr.com	1,518
belvoir.armymwr.com	1,383
bliss.armymwr.com	1,263
humphreys.armymwr.com	1,061
meade.armymwr.com	927
stewarthunter.armymwr.com	908

What are the top sources?

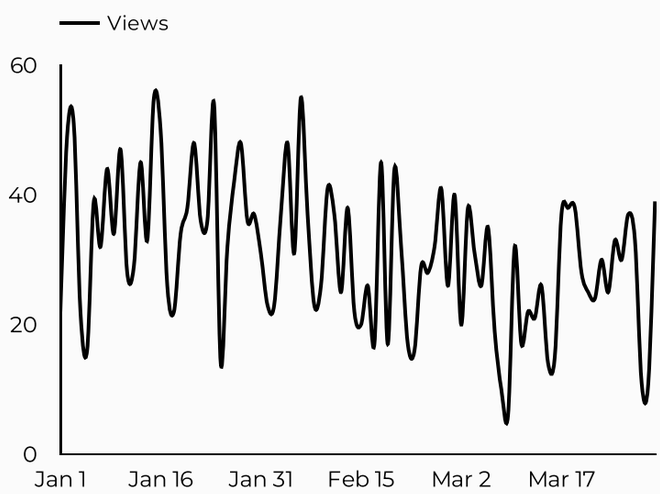
Source	Total users
google	3,612
bing	206
m.facebook.com	184
(direct)	122
l.facebook.com	105
home.army.mil	87
yahoo	48
nflflag.com	41
webtrac.mwr.army.mil	35
installations.militaryonesource....	34

ARMY MWR

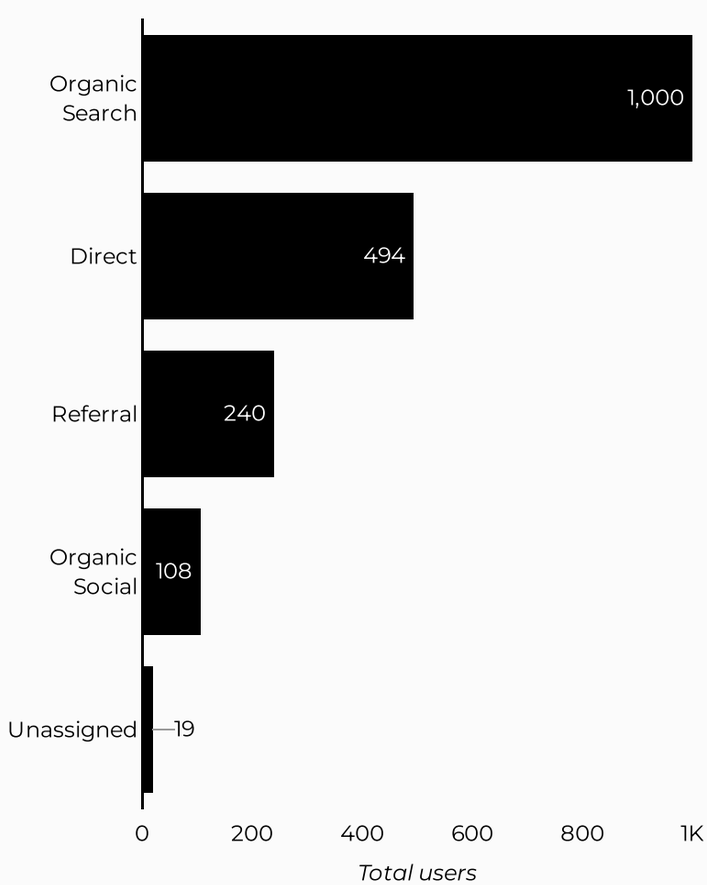
CYS Careers

Views	Sessions	Total users	New users	Engagement rate
2,797	2,335	1,825	765	75%
-18.1%	-17.3%	-20.5%	-31.0%	5.0%

How is site traffic trending?



Which channels are driving traffic?



How many people looking for employment took action and clicked for more information?

KPI link clicks to USAJOBS.gov.

Name	Link Clicks
USAJOBS.gov	960

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

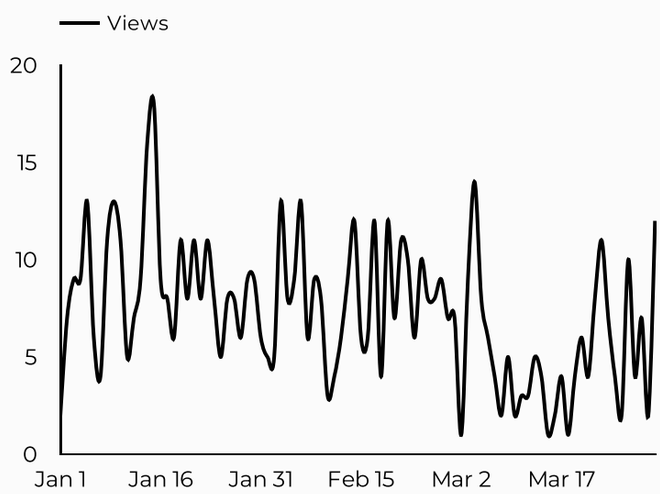
Name	Downloads
CYS Career Guide	404
Rack Card	43
CYS Careers	3

ARMY MWR

CYS Profession

Views	Sessions	Total users	New users	Engagement rate
659	620	544	266	81%
-8.7%	-10.4%	-10.2%	-14.5% from previous year	6.7%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

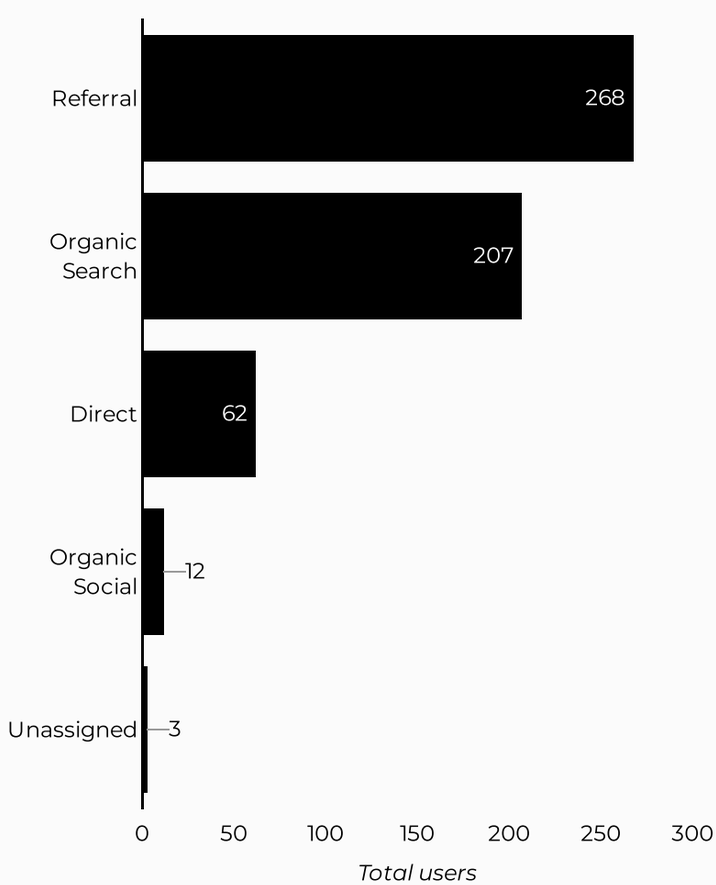
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	115
https://www.usajobs.gov/	11

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	130

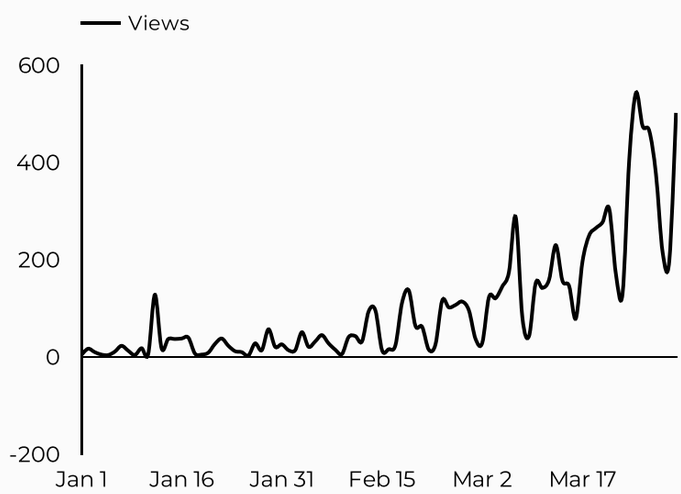
Which channels are driving traffic?



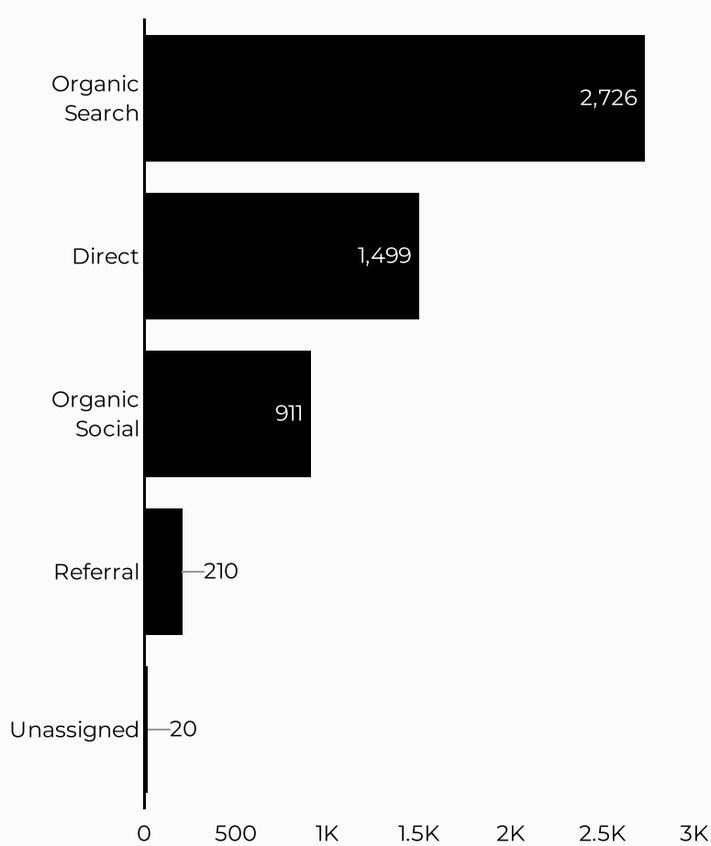
ARMY MWR Month of the Military Child

Views	Sessions	Total users	New users	Engagement rate
9,112	6,747	5,313	2,812	65%
0.6%	4.6%	2.8%	-11.2%	5.2%

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,458
campbell.armymwr.com	969
leonardwood.armymwr.com	632
humphreys.armymwr.com	377
belvoir.armymwr.com	283
bliss.armymwr.com	227
cavazos.armymwr.com	162
stewarthunter.armymwr.com	156
bragg.armymwr.com	115
riley.armymwr.com	113

What are the top sources?

Source	Total users
google	76
(direct)	22
bing	13
home.army.mil	7
lm.facebook.com	7
l.facebook.com	6
m.facebook.com	5
military.com	3
auth.mwremployeeporta...	1
Grand total	**132**

ARMY MWR

Search

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	cys	115	72	1.6	1.35%
2.	sports	97	91	1.07	3.23%
3.	youth sports	84	66	1.27	0%
4.	discovery	78	13	6	0%
5.	summer camp	68	55	1.24	0%
6.	soccer	51	43	1.19	4.55%
7.	cdc	51	38	1.34	0%
8.	child care	43	9	4.78	0%
9.	gymnastics	37	34	1.09	0%
10.	jobs	36	31	1.16	0%
11.	ein	32	25	1.28	3.7%
12.	childcare	30	22	1.36	4.55%
13.	skies	28	26	1.08	0%
14.	careers	28	24	1.17	0%
15.	webtrac	28	26	1.08	0%
16.	parents night out	27	14	1.93	6.67%
17.	basketball	26	22	1.18	0%
18.	babysitting	26	18	1.44	5.26%
19.	baby bootcamp	25	3	8.33	0%
20.	child	24	14	1.71	31.25%
21.	fcc	24	19	1.26	13.64%
22.	emergency laon	23	1	23	85%
23.	command family readiness representative	22	1	22	0%
24.	baby	22	10	2.2	0%
25.	child development center	22	18	1.22	0%
26.	sports physical	21	14	1.5	21.05%
27.	baby boot camp	21	7	3	12.5%
28.	parent central services	20	16	1.25	0%
29.	teaching strategies	19	15	1.27	0%
30.	baseball	19	17	1.12	5.56%
	Grand total	**4,748**	**3,164**	**1.5**	**2.96%**